



# Introduction

# Metrics



**3M+**

Registered Users



**100%**

Localized



中華人民共和國香港特別行政區政府  
政府資訊科技總監辦公室

**IT Services Suppliers**



**500K**

Monthly Active User



**2000+**

Stores



**Bronze Award**  
銅獎

HONG KONG  
ICT AWARDS  
2022 香港資訊及  
通訊科技獎

**Smart Living**



**4.6M**

Downloads



**1st**

Online Real-time Queuing App



Asia Smart App Awards  
亞洲智能應用程式大獎

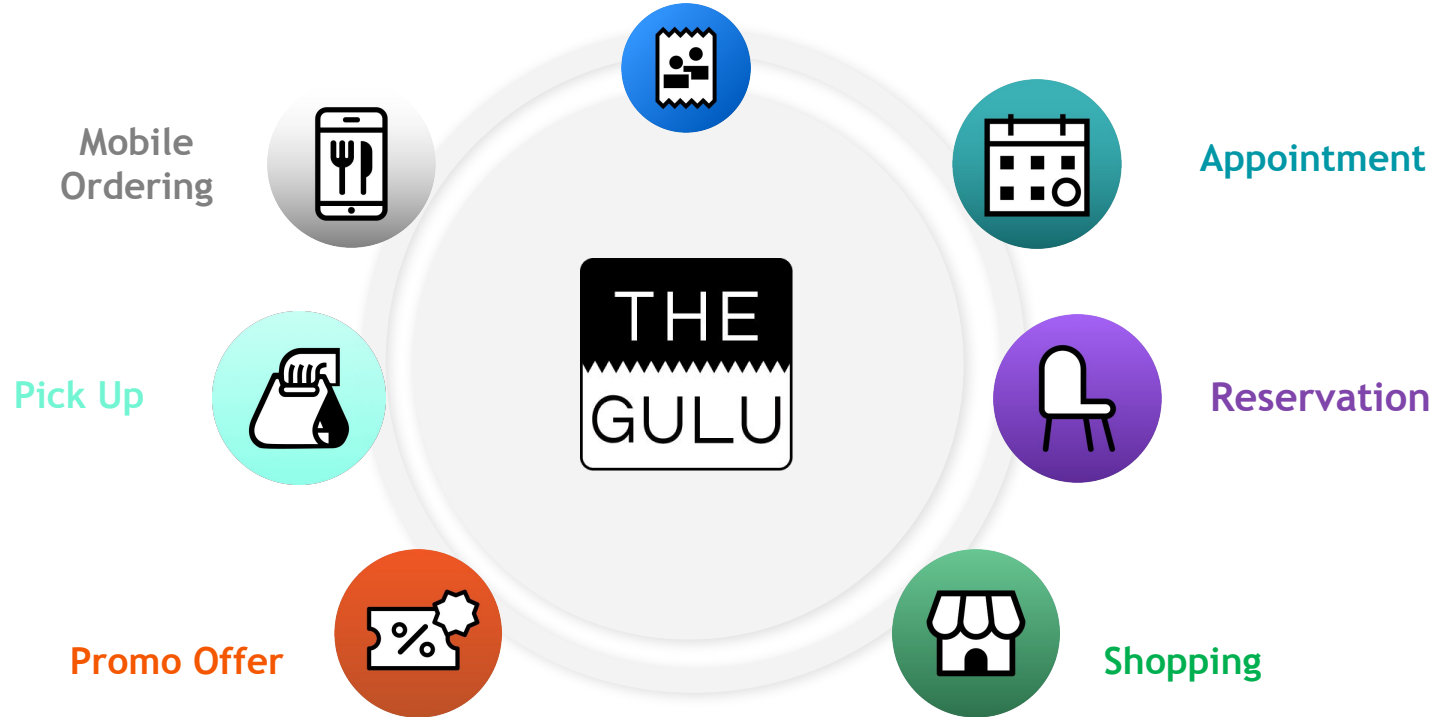
**Asia Smart App Awards**  
2018/2019

"Lifestyle, Social and Entertainment"

# Functions



## Queuing



# Partners



## Multi-industry



中華人民共和國香港特別行政區政府  
政制及內地事務局



## F&B industry



香港賽馬會  
The Hong Kong  
Jockey Club



# Our Partners

## Medical



盈健醫療  
HUMAN HEALTH



Dedicare  
緻仁醫療



Well Conserve  
泓康牙科  
www.wellconservedental.com  
荃灣千色匯·德華街·葵芳新都會



CHIRON  
MEDICAL



城中家庭醫務所  
MIDTOWN MEDICAL CLINIC



祐德牙醫診所



臻善牙科  
ARTISAN DENTAL



駿匯醫務中心  
Metro Health Medical Centre

陳烈中醫師

楊嘉祥醫務所

## Education



聖公會聖雅各小學

S.K.H. St. James' Primary School



港專



Diocesan Boys' School  
拔萃男書院



Munsang College (Hong Kong Island)  
港島民生書院



天主教佑華小學

Our Lady of China Catholic Primary School



慈幼葉漢千禧小學

Salesian Yip Hon Millennium Primary School

電話：26 66 66 66



香港電子學習教育協會

The image features a central white horizontal band. Above and below this band are dark grey borders with a repeating pattern of various mathematical symbols, including lines, curves, and geometric shapes. The word "Functions" is centered in the white band in a bold, black, sans-serif font.

# Functions

# Queuing

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# Queuing - Online + offline



## Crowd Management



### Remote Queuing

- online via THE GULU App.
- offline via print ticket.



Real-time, streaming update with push-alerts



All-in-one, multi function, user friendly control

Serving F&B, Beauty, Medical, CS center and Entertainment







# Showcase - Airport taxi stand



香港機場管理局 AIRPORT AUTHORITY HONG KONG





# Plaza Premium Lounge Terminal 1, Hong Kong International Airport (near Gate 1)





# High Speed Rail Taxi Stand Queuing





# Showcase - Ocean Park

THE  
GULU



Service: Queueing  
Period: 2023 OCT  
Usage: Amusement rides

OP is considering to implement  
THE GULU for all rides during  
Halloween after trial ends.



# Showcase - Tsang Tsui Columbarium

THE  
GULU

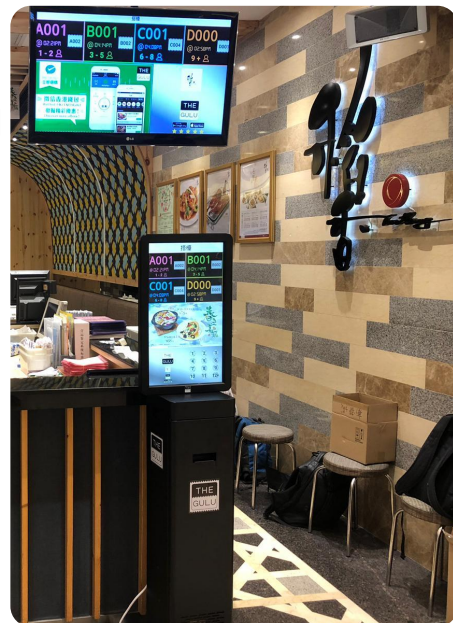




# Queuing - F&B



香港賽馬會  
The Hong Kong  
Jockey Club





# Queuing - Multi-industry

THE  
GULU



SHA TIN  
沙田

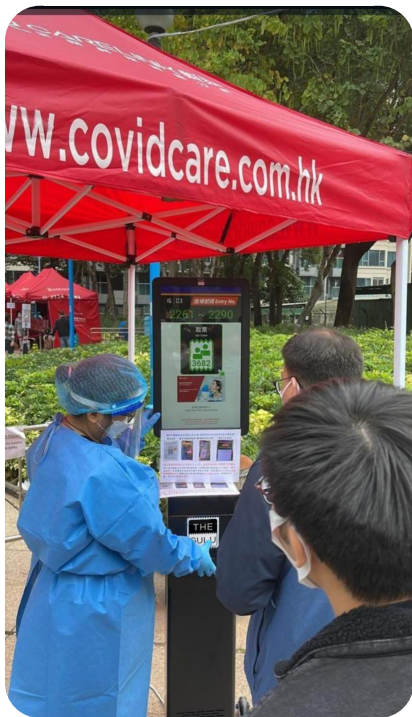




# Queuing - Government Project

THE  
GULU

## 社區檢測中心 Community Testing Centres







# Showcase - Counter Mode



mtrmalls



SHUN HING GROUP  
信興集團  
SINCE 1953



德福廣場 青衣城  
THE LOHAS 康城 PopCorn



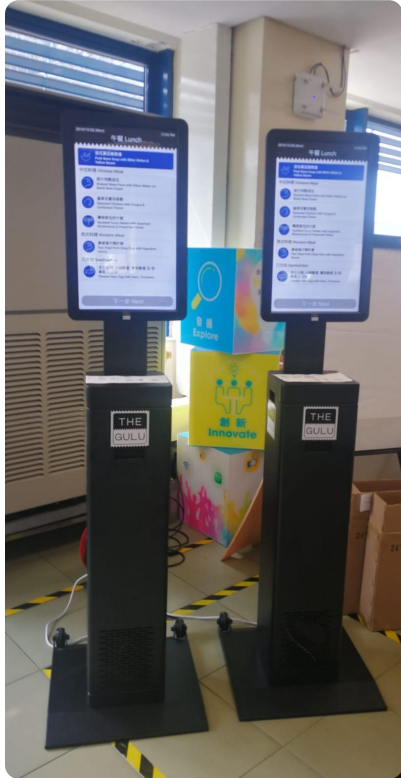


# Showcase - Project-based

THE  
GULU

CLP 中電

  
CATHAY PACIFIC





# Showcase - Event

THE GULU



全線 **89** 分店

Sasa x THE GULU

16 Sunday 星期日

9:00 am

18690 張

香港人加護!

THE GULU

齊心抗疫

2020-06-10

10:30am 開售

1,300 盒

不設限購

香港品牌 VIDVIE 成人 3 層口罩

符合 GTC 認證

BF 認證 (醫療用途) > 99%

PF 認證 (醫療用途) > 99%

特點: 50 個裝獨立包裝

尺寸: 175mm x 95mm

產地: 中國

平均 \$1.6 一個

\$80

自取方式

6月19日前換領

屯門康樂路3號德興大廈21樓C7室

星期一至日 12pm-6pm



# Showcase - Event

THE  
GULU





**Medical**



# Showcase - 緻仁醫療 & 楷和醫療集團

THE  
GULU

Dedicare  
緻仁醫療

CHIRON  
MEDICAL  
楷和醫療集團





# Showcase - 盈健醫療

THE  
GULU



POCO  
SHOT ON POCO F2 PRO



POCO  
SHOT ON POCO F2 PRO



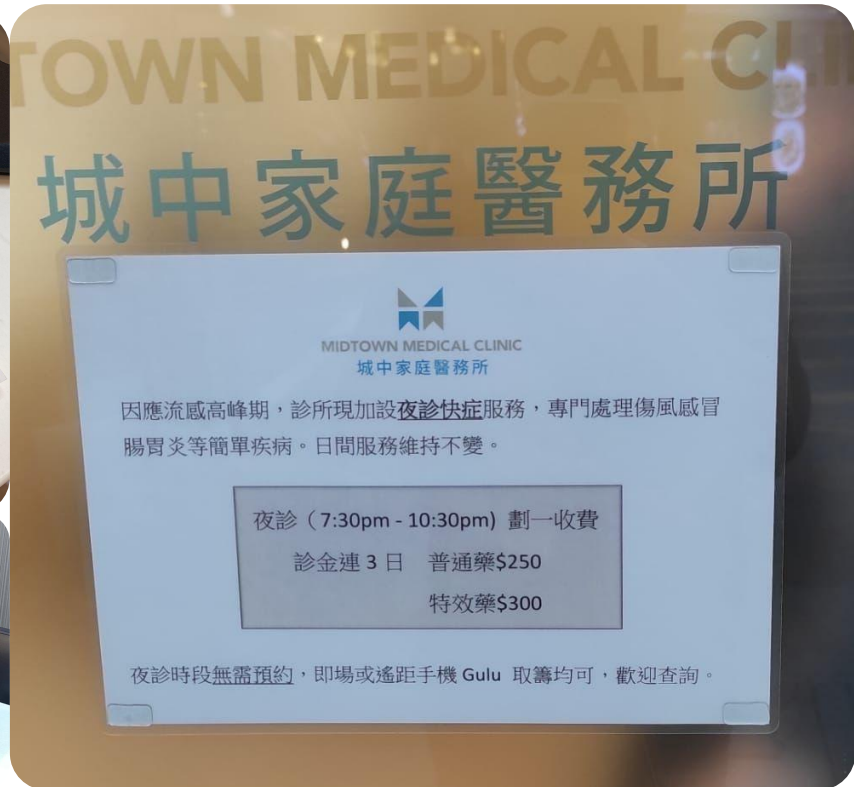
POCO  
SHOT ON POCO F2 PRO





# Showcase -

# MIDTOWN MEDICAL CLINIC 城中家庭醫務所





The image features a central white horizontal band. Above and below this band are dark grey sections filled with a pattern of thin, light grey lines. These lines form various abstract shapes, including zig-zags, curves, and straight segments, creating a textured, geometric effect.

# Education



# Real life Application in

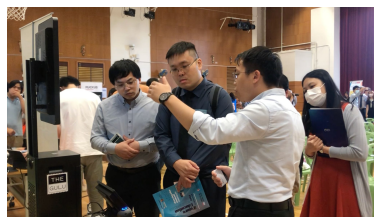
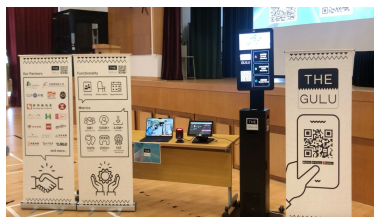


[https://www.youtube.com/watch?v=bl\\_-qvWHuOs](https://www.youtube.com/watch?v=bl_-qvWHuOs)



# Showcase - iFuture Education Conference

THE  
GULU





# Real life Application in



<https://www.youtube.com/watch?v=Ou0thVlln2s>



# Showcase - SKH Chi Fu Chi Nam Primary School





# 2023 Education Seminar highlight



Participants: Over 40+ principals and top management from education institutions

Date: 2023 Sep 15

THE GULU shared our experience on crowd management, aim to help education sector.



# Real life Application in



慈幼葉漢千禧小學

Salesian Yip Hon Millennium Primary School

校訓：誠 信 儉 樸



[https://www.youtube.com/watch?v=\\_1QhrxhpQpc](https://www.youtube.com/watch?v=_1QhrxhpQpc)



# Demo Animation



慈幼葉漢千禧小學  
Salesian Yip Hon Millennium Primary School  
校訓：誠 信 儉 樸



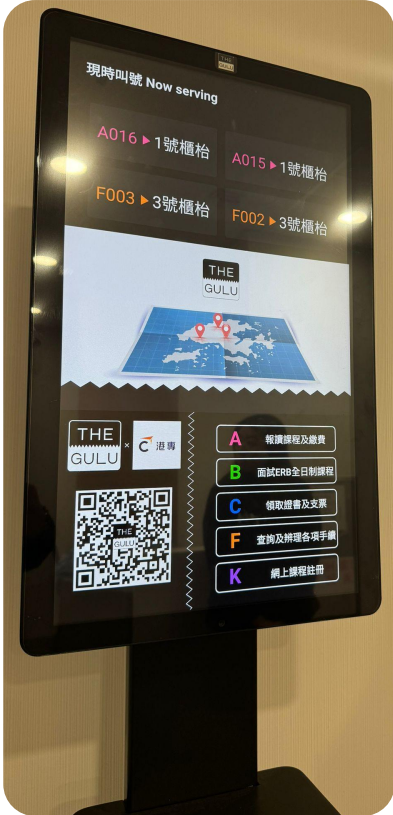
<https://youtu.be/QTrcHxVSDhM>





# Showcase - Event For School

## Munsang College Hong Kong Island & Hong Kong College of Technology





# Showcase - Garden Fete Diocesan Boys' School





# Showcase - True Light Girls' College



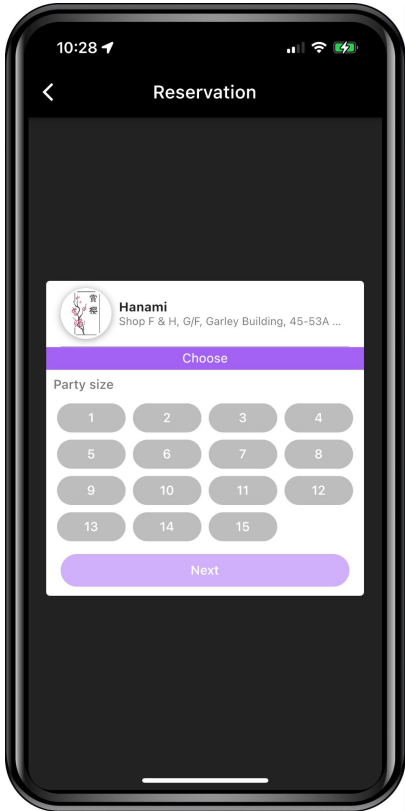
# Reservation

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# Reservation



## Effective PREPAID



Centralized in reservation management



Auto confirmation & send notifications



Cater different industries needs, such as F&B, Beauty & Entertainment



Supported deposit payment methods:





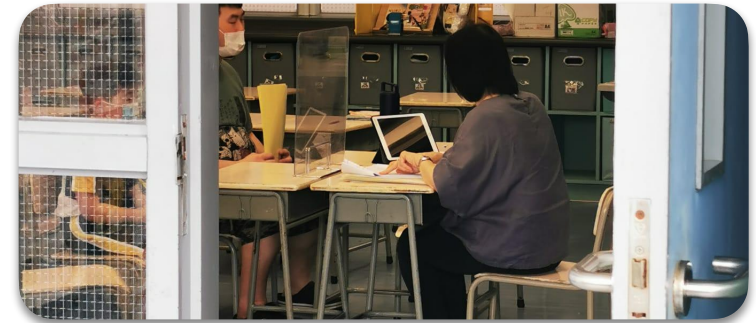
# Showcase - SYHMPS Parents day



慈幼葉漢千禧小學

Salesian Yip Hon Millennium Primary School

校訓：勤 信 儉 樸



- 92% of parents satisfied, over half of interviewees agreed we saved time, easy to manage booking and liked the WhatsApp notifications
- Based on survey conducted on 22-4-2023 109 parent interviewed





# Showcase - S.K.H. St. James' Primary School



聖公會聖雅各小學  
S.K.H. St. James' Primary School

- User flow for making reservation for iPad rental







# Demo Animation



聖公會聖雅各小學  
S.K.H. St. James' Primary School



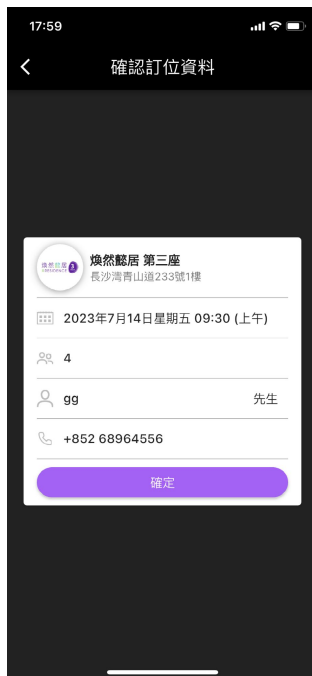
<https://youtu.be/snNywnQn7ZU>



# Showcase - URA



- Reservation system for eRESIDENCE showroom





# Reservation Showcase

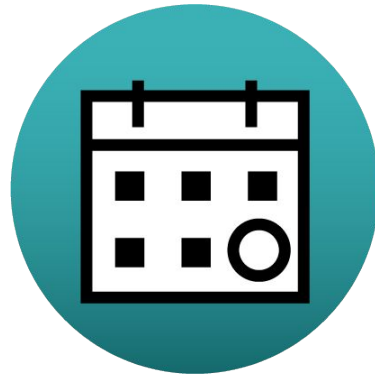


壽司源 - Omakase



# Appointment

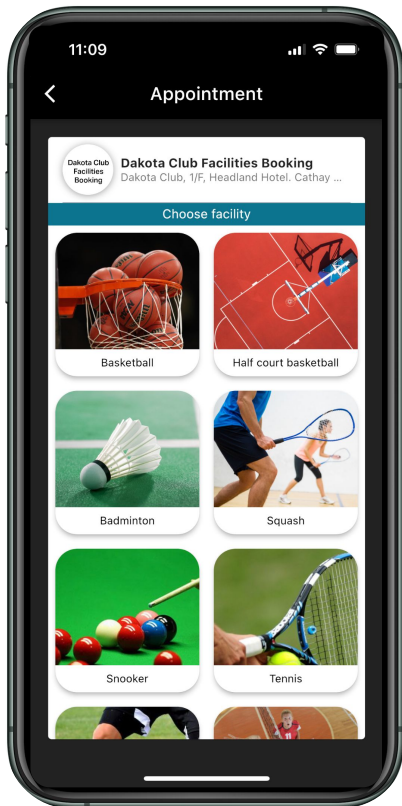
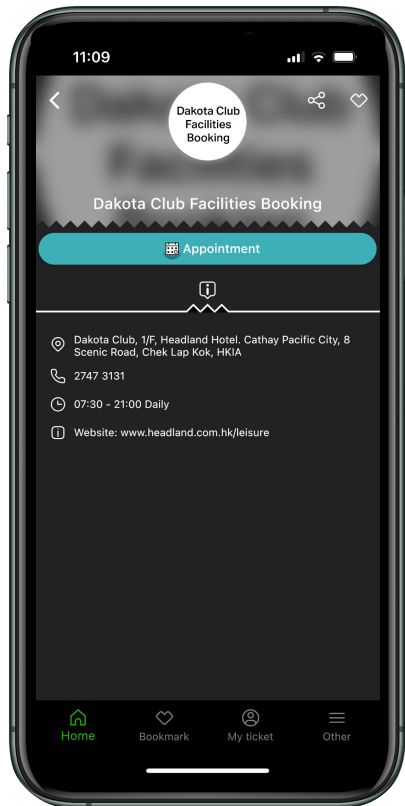
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# Appointment

## Showcase - Headland Hotel



## Clubhouse Facilities Reservation Service:



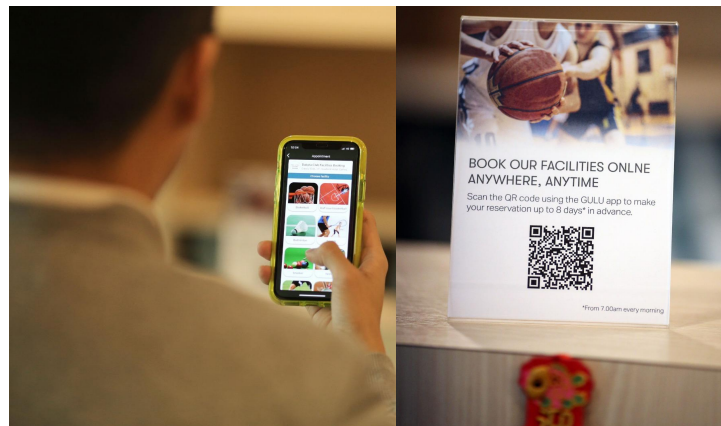
Tailor-made exclusive interface



The reservation range is set within 8 days



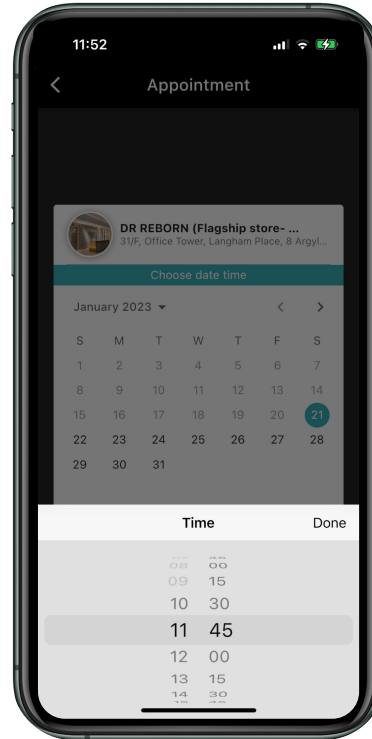
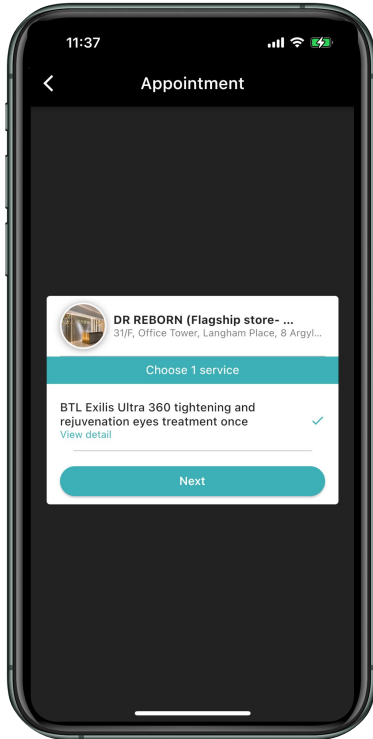
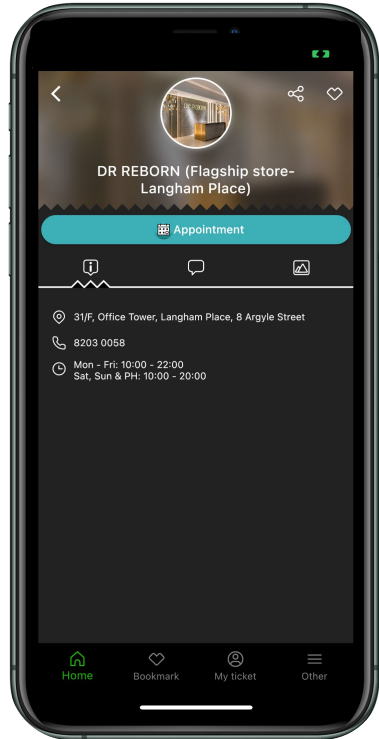
Flexible resources, human management





# Appointment

## Showcase - DR REBORN



- Select service, date and time
- Reduce manpower to control the reservation inventory

# Take-away

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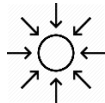
# Takeaway



## Pre-order



Low cost, obtain **EXTRA** online revenue



Direct order and payment via mobile app to merchants



Notification system for pick-ups when ready to users



Supports major payment methods





# Shopping

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## Product / Cash Coupon



E-coupon



Redeem coupons via mobile device / QR code



Send as online gift



# Shopping

## Showcase - 2020 Mid-Autumn Festival



# Promo Offer

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# Promo Offer



## Electronic coupon



Customers receive **free** e-coupons via app push



**Easy** redemption procedures



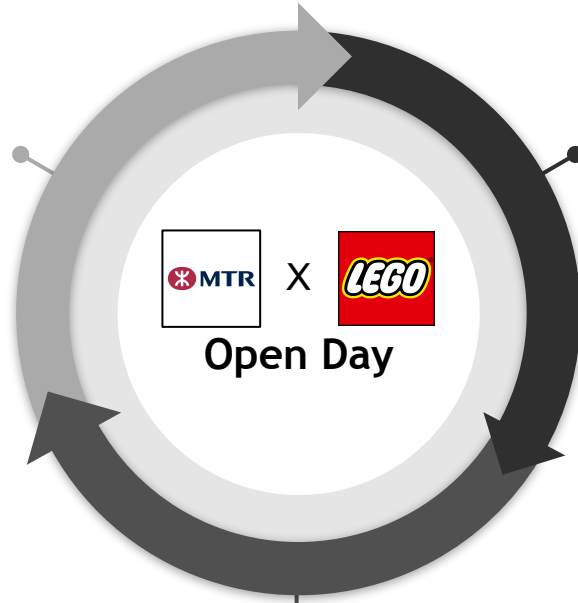
Can set **exact amount quota quantity and redemption venue**

# Mall Campaign

## Showcase - MTR Mall X Lego Summer Event

### MTR Mall Restaurant

- Provide coupon



- A crossover LEGO event at MTR Mall



- Provide the queuing system for the event
- Sent the restaurant coupon when customer get the event ticket



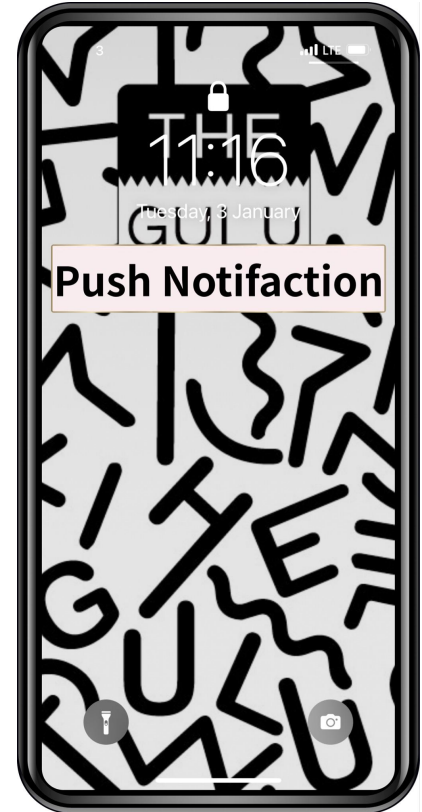
# Promo Offer

## Showcase - MTR Mall X Lego Summer Event

THE  
GULU



# Promotion - THE GULU App







# Hardware

# Hardware



## Customized

Tailor-made the most suitable theme for restaurant style



## Standalone

23.6" Kiosk + 10.1" Control Tablet + Scanner + Speaker + Printer



## Tablet Package

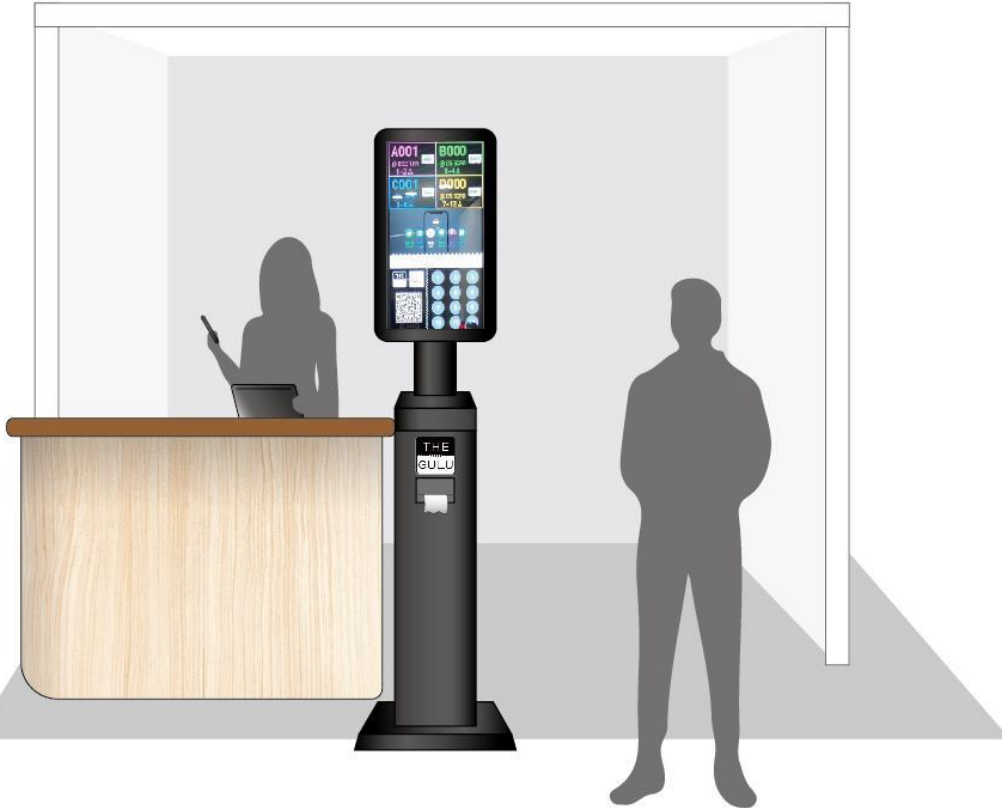
Tablet + Printer + Scanner



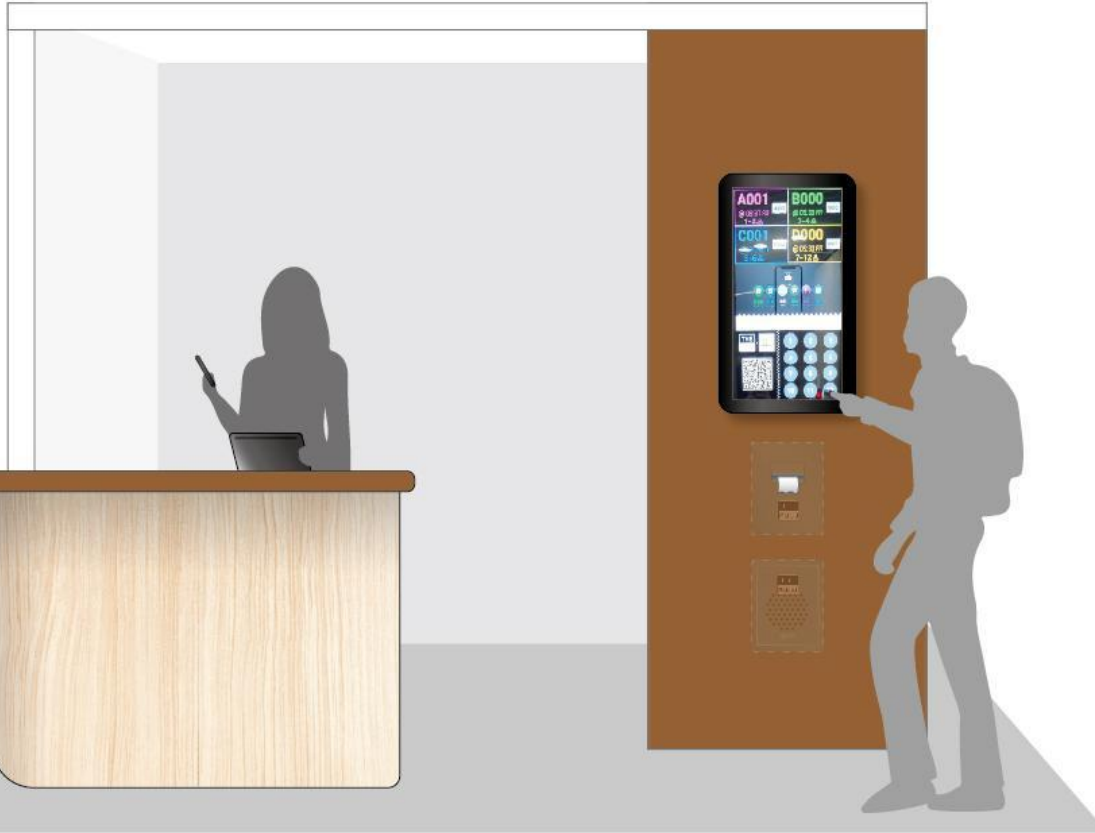
# Standalone Package

A Standalone Kiosk that enables full customer experience with a self-service interface.

- Kiosk (23.6" / 32")
- Housing
- Ticket Printer
- Speaker



# Build-in Package - Option 1

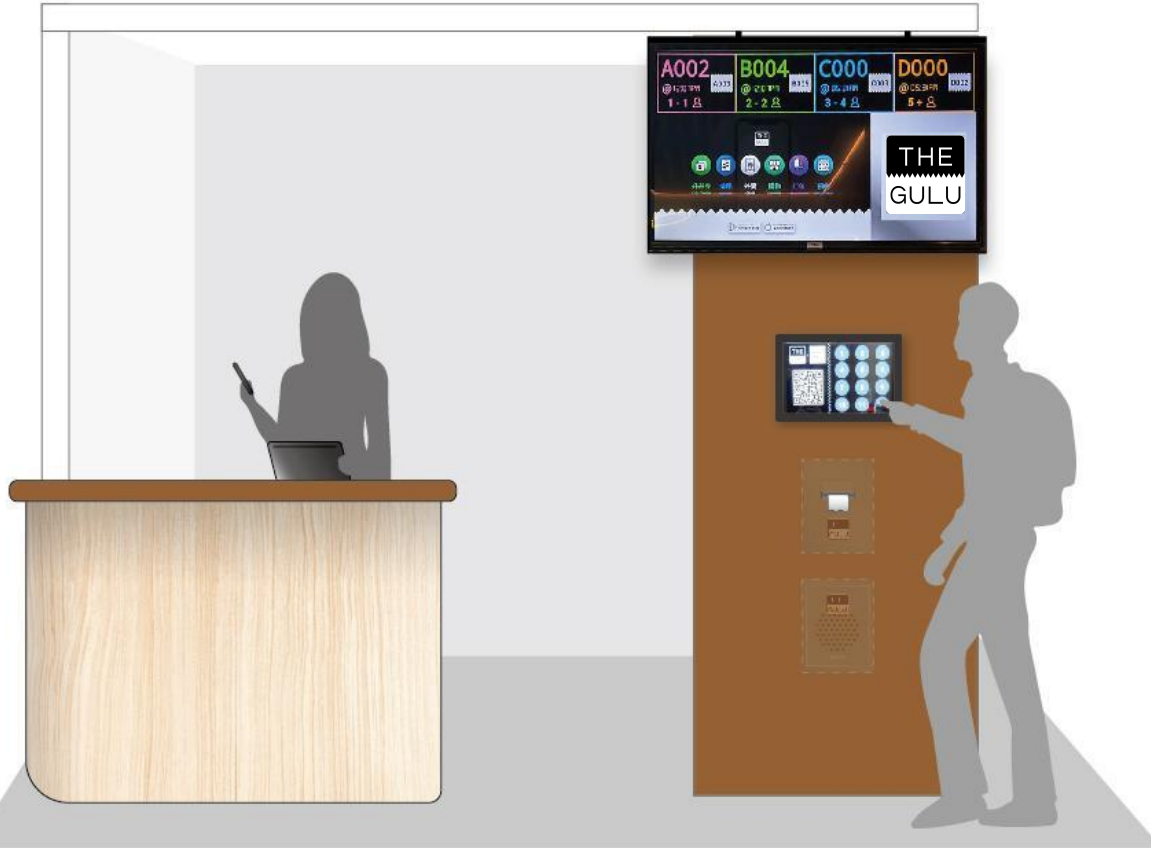


A wall-mounted Kiosk offers an elegant, flexible, **space saving** configuration.

- Touch Monitor (23.6" / 32" / 43")
- Ticket Printer
- Speaker



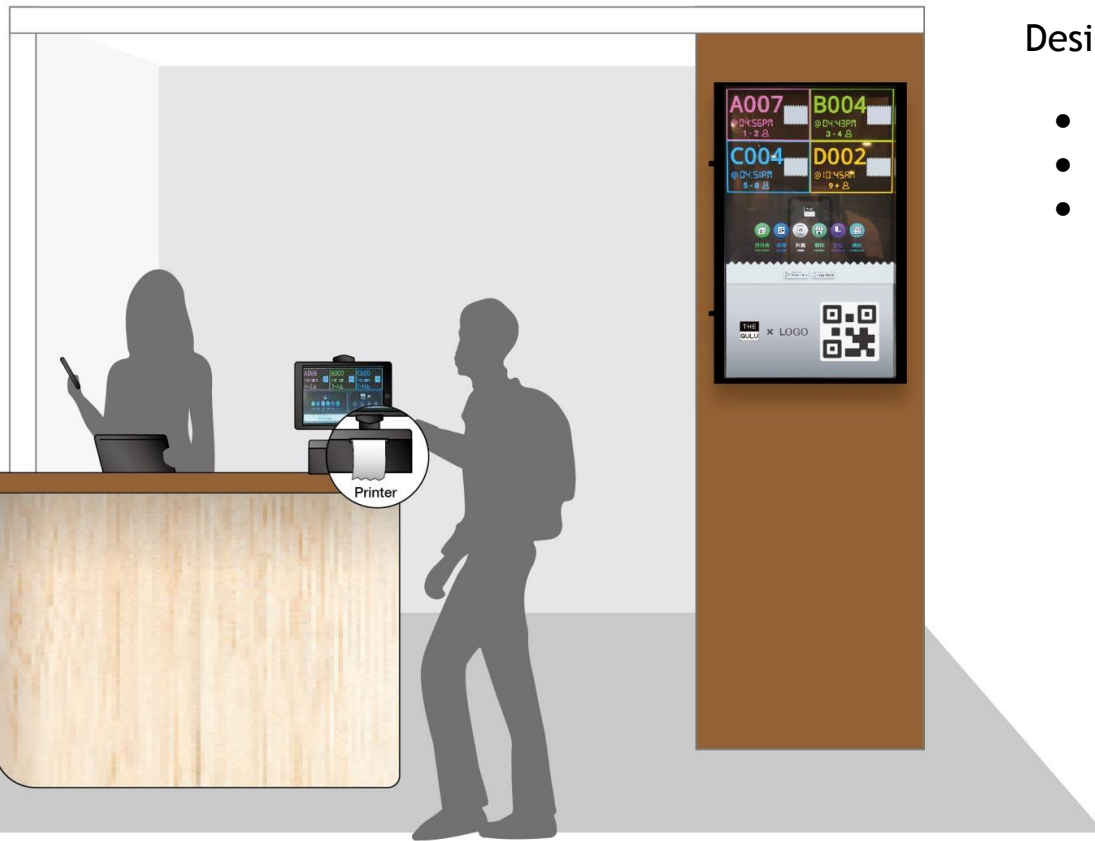
# Build-in Package - Option 2



A **scalable** Digital signage TV solution for a larger room displays queuing information in a compelling, eye-catching way.

- Wall-mounted TV(s)
- Tablet for ticket
- Ticket Printer
- Speaker
- TV Box

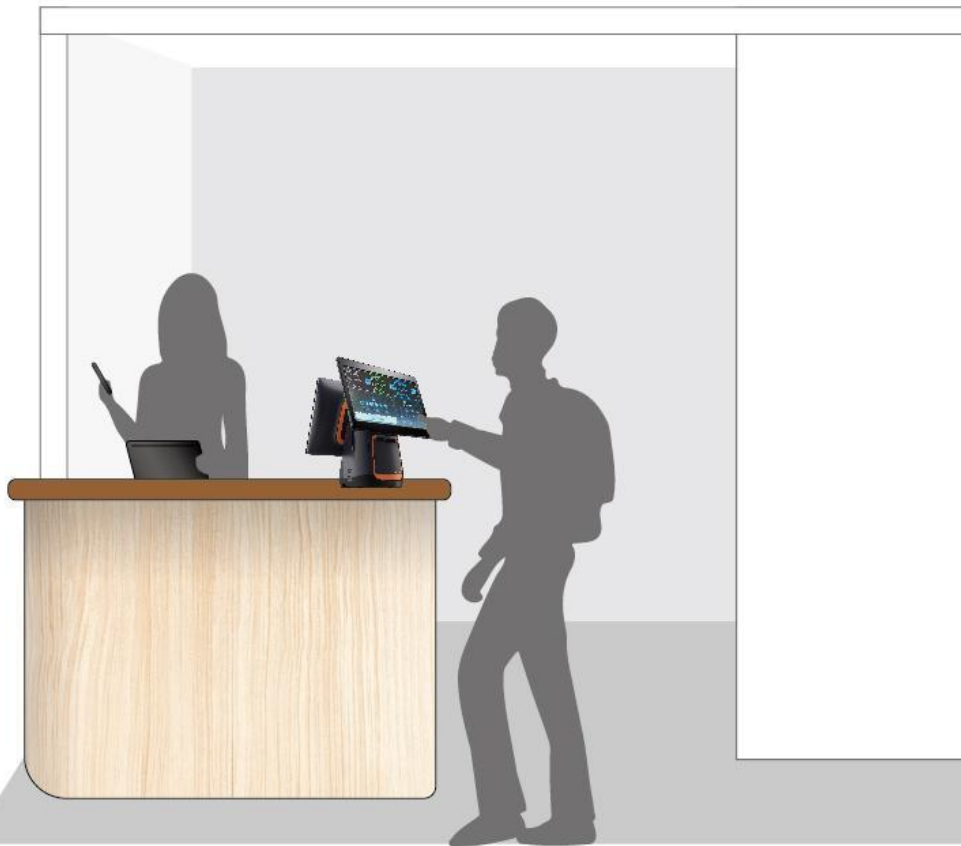




Designed for shop with a small reception area.

- Admin Tablet
- Ticket Printer
- Digital TV for display (Optional)





All-in-One self-service Kiosk on a reception desk.

- Dual Monitor
- Ticket Printer
- Speaker



# Lite Package - Option 3



Mobile Ticket enables your visitor to check in safely without having to touch any surface. The personalized in-app notification informs user when they're the next.

- Scan QR Code for queuing
  - Sticker
  - TV display (Optional)





# Admin Hardware for Your Staff



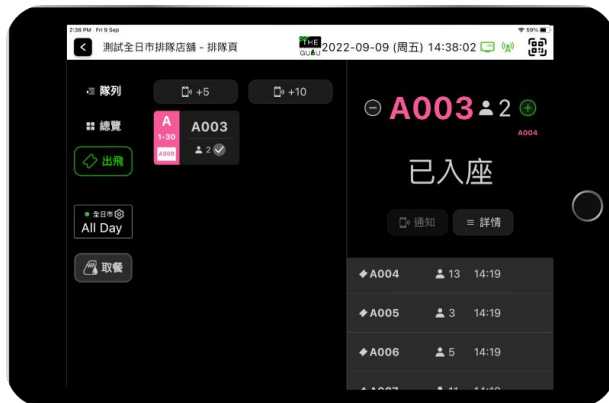
## 10.1" Admin Tablet + Desk Stand

259 x 177 x 36 mm (W x H x D)

Display area: 218 x 136 mm (W x H)



## Your Tablet# (BYOD)



## Your Smartphone# (BYOD)



# Supported devices for our GULU Shop App

# Add-on



Barcode Scanner



Printer



Speaker



TV Box



Network Solution 4G Router



# Hardware Size

## Kiosk

500mm x 1860mm x 540mm (W x H x D)



## Printer

206mm x 142mm x 132mm (W x H x D)



## Touch Monitor 23'6

363mm x 590mm x 56mm (W x H x D)

Display area: 293mm x 521mm (W x H)

## Touch Monitor 32"

451.2mm x 748.6mm x 51mm (W x H x D)

Display area: 402.8mm x 700.2mm (W x H)

## Touch Monitor 43"

604mm x 999.9mm x 51mm (W x H x D)

Display area: 528.9mm x 904mm (W x H)

## Speaker

220mm x 300mm x 100mm (W x H x D)



## TV Box

126mm x 170mm x 21mm (W x H x D)





**Software**

# Notification Channel

Multiple channels to receive push notification :



WhatsApp



Wechat Mini program



THE GULU App



SMS

## API Integration

- Server to server communication
- Flexible on UI
- Push Notification by mobile app
- Best fit for mobile app

## Web Component Integration


- Client to server communication
- Less effort
- Cost effective
- Notification by SMS, whatsapp, email
- Best fit for web app

Reference :




# Data collection & analysis



 Display real-time data

 Record user access data

 Retain customers by analyzing big data

 Multiple accounts with different permissions

- Service Spread Report
- Service Waiting Report
- Flower Market Ticket Report
- Ticket Query
- MTR\_OPEN\_DAY
- 90 Day Ticket Channel Summary Report
- Ticket Channel Summary Report
- Ticket Channel Summary Daily Report
- Ticket Summary by Section Report
- Ticket List Report
- Ticket List by Section Report
- Ticket Channel Spread Report
- Weekly Ticket Channel Spread Report
- Weekly Ticket Spread Report
- All Ticket Summary Report
- Monthly Pre Order Report
- Half Year Returned Customer Report
- Monthly Checkin Restaurant
- Monthly Ticket Usage
- Daily Smart Ticket Summary Report
- 7 Days Group Ticket Summary Report
- Daily Group Ticket Brief Report
- Daily Group Ticket Summary Report
- Monthly Group Ticket Summary Report
- Monthly Group Ticket Summary Report (Weekdays)
- Monthly Group Ticket Summary Report (Weekends)
- Monthly Smart Ticket Summary Report
- Ticket Traffic Report
- Ticket Waiting Time Report
- Group Ticket Waiting Time Report
- Serve Time Summary Ticket Report
- Campaign Ticket Report

Start Date: 2018-06-07  
End Date: 2018-06-29  
rest\_url\_id: [input field]

actions print download csv

### Daily Summary Report

|   | Date       | Finished | Cancelled | Rejected | Processing | Ordered | Pending for payment | Void | Online Payment Success | Total |
|---|------------|----------|-----------|----------|------------|---------|---------------------|------|------------------------|-------|
| 1 | 2018-06-07 | 6        | 0         | 0        | 0          | 0       | 2                   | 0    | 6                      | 8     |
| 2 | 2018-06-08 | 3        | 0         | 0        | 0          | 0       | 3                   | 0    | 3                      | 6     |
| 3 | 2018-06-09 | 0        | 0         | 0        | 0          | 0       | 1                   | 0    | 0                      | 1     |
| 4 | 2018-06-11 | 0        | 0         | 0        | 0          | 0       |                     |      |                        |       |
| 5 | 2018-06-2  | 0        | 0         | 0        | 0          | 0       |                     |      |                        |       |

82 / 233 Ticket  
0 / 0 Waiting  
45 / 127 Seated  
3 / 24 Reservations  
0 Turnover Count  
10833 All-time table count

Today's Ticket Channel  
Check-in Ratio

**Kiosk** 80%  
**Served tickets** 55%

Summary Panel  
Opening Time: 10:40  
Last Ticket Time: 17:45  
Last Checkin Time: 16:00  
Last Reservation: 17 Aug 18:07  
Reservation Status: 0/0/1  
Last Turnover Time

# Support person with disabilities



Highly accessible - Allow remote ticketing, accessible with mobile phone

QR code / NFC ticketing - available at some of our partners, support accessing our service in a timely and easier fashion

We have a takeaway function, in the case of the ordering counter is difficult to reach

Merchants can contact our CS to have a digital version of their menu on our App, providing easy access

Every merchant pages will have a comment section to collect feedback from customers







by



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